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JUL 13 1942

U. S. Department of Agriculture

Extension Service *Review*

VOLUME 13

JULY 1942

NO. 7

Neighborhood leaders get coverage and action in two North Carolina counties

■ Edible soybeans were grown in less than 1 percent of Orange County, N. C., gardens in 1941. Before April 25, 1942, nothing was said about it. In the 5 weeks following, 96 percent coverage and 86 percent response were achieved with the help of neighborhood leaders.

Neighborhood leaders were trained at a county-wide meeting on April 28. Each one of the 146 white and 76 Negro neighborhood leaders who attended had a chance to sample the beans. Each one was given an outline of his duties in carrying out the edible-soybean program.

Between April 29 and May 9, neighborhood leaders got in touch with rural families largely through home visits. They left each family a one-page sheet of instructions covering (1) why edible soybeans are a good vegetable to plant, (2) how to plant and care for soybeans, and, (3) how to prepare and cook them.

Publicity in the papers included a special edition of the Chapel Hill Weekly. A sample copy was sent to all rural Orange County families. On April 30, a circular letter went to all farm families.

Thirty-seven white and twenty-four Negro follow-up training meetings for neighborhood leaders were held during the week of May 11. The chairmen of leaders in each neighborhood held these short meetings in their homes.

On June 1 and 2, 232 of the 2,040 farm families—a random sample—in Orange County were interviewed personally. Also included in the sample were 37 rural nonfarm families living in farm neighborhoods. These records included 167 from white and 101 from Negro families.

All but 4 percent of the families interviewed had heard about the edible-soybean program. Ninety percent had been visited personally by the neighborhood leaders, and 6 percent who had not been visited personally recalled having received information by some other method.

On June 1, 78 percent of the families surveyed had planted edible soybeans. An additional 8 percent had the seed and planned to plant it during the first week in June.

A similar demonstration of the effectiveness of the neighborhood-leadership system was carried on in Lee County in May. Rural Lee County families—172 selected at random—were interviewed on June 3.

Results of the cost of living program were checked in Lee County. This program started on May 22 with a meeting of the agricultural workers' council. Fifteen members of the council, 4 vocational agriculture teachers, 6 vocational home-economics teachers, 2 FSA workers, 1 SCS worker, and the 2 Extension agents trained the 180 neighborhood leaders by visiting each one personally during the period May 25 to 30.

Between May 27 and June 2, all but 15 percent of the families had heard about the Cost of Living Program. More than two-thirds (69 percent) had been seen personally by the neighborhood leader. The remaining 16 percent, though not seen personally, had received information on the Cost of Living Program, principally through the family check sheet sent them by the neighborhood leaders.

Picking up their trail

■ Who are these neighborhood leaders—the 800,000 rural men and women enlisted for war work whose number will be expanded to 1 million before the summer is over?

One way to find out is to visit them, to follow their trail down the country road, while they are calling on their group of neighbors. This is just what was done in the study of the effectiveness of the neighborhood leaders in Orange and Lee Counties, N. C. The statistical results are reported in the preceding article but numbers do not tell the whole story.

For instance, there are Mr. and Mrs. Roberts, a couple of perhaps 35 years of age. They were working in their tobacco patch when we called; but when the mule got to the end of the row, they gladly sat down in the shade at the edge of the patch to talk of their work with the neighbors. They told

On June 3, 40 percent of the families had already used the check sheet in discussing what they as a family could do to help keep down the cost of living.

Many of the 441 families interviewed cannot be easily reached with wartime messages. Thirty-six percent of the farmers are tenants, mostly sharecroppers. Before the neighborhood-leadership system was started, no adult member of 30 percent of the families had actively participated in extension activities by attending meetings or calling at the agent's office. An additional 20 percent reported very occasional participation.

Only 26 percent of the homemakers and male heads of the households had any schooling beyond the seven elementary grades. Only 32 percent took daily newspapers and many others did very little reading. Twenty-nine percent did not have radios, 35 percent did not have any kind of automobile or truck, and only 5 percent had telephones.

However, these families were aware of the neighborhood-leadership system. All but 11 percent knew the name of their neighborhood leader. Ninety-three percent had been reached personally through the neighborhood-leadership system by one or more of the seven programs checked by the survey.

of the meeting in St. Mary's school—of their election as leaders and the responsibility it brought; of the sawmill families who move in and out; of the storekeeper who helped to locate these people and keep the list of neighbors up to date; of the four loads of scrap metal, old rubber, and other salvage brought to their own farm for collection; of the truckload Mr. Roberts, himself, carried to Durham; of the pile now waiting for the WPA truck; of the \$2,795 pledge for war bonds and stamps, as well as the 2 acres and 6 pigs pledged for bonds.

The Roberts are personally responsible for carrying information about agriculture's war program to 14 neighbors. Mr. Roberts goes to see them about machinery, salvage, and farm problems, while Mrs. Roberts talks about Victory gardens, buying war bonds, and such. "Are we doing all right?" they ques-

tioned eagerly, as they gave directions for reaching the farm families on their list.

Of the 14 homes, 1 sat back in the woods where a barefoot woman with a peevish child in her arms said: "Yes, Mis' Roberts tole us about the Gov'ment wantin' ga'dens. My husband has a lame back and can't spade up the ga'den, but it ain't too late yet. Mebbe I'll get the seed in." She proudly showed 50 cents in war stamps and reported that the boy had bought some in school, too. They found some old scraps of iron and some old tires and took them up to the Roberts place where they got some "sojer" bean (soybean) seed for bringing it in.

In going from house to house, sometimes we sat on the shady porch of a big white house and looked at a prosperous garden while the housewife enumerated the 18 or 20 vegetables planted and her plans for canning the produce. Sometimes we swatted flies in a one-room shack and heard why the garden couldn't be planted or how the rabbits ate off the shoots; but perhaps they had been more successful in buying a few stamps or collecting some salvage, and they all knew Mrs. Roberts and what she said when she visited them. "I aim to do what I can" was their theme.

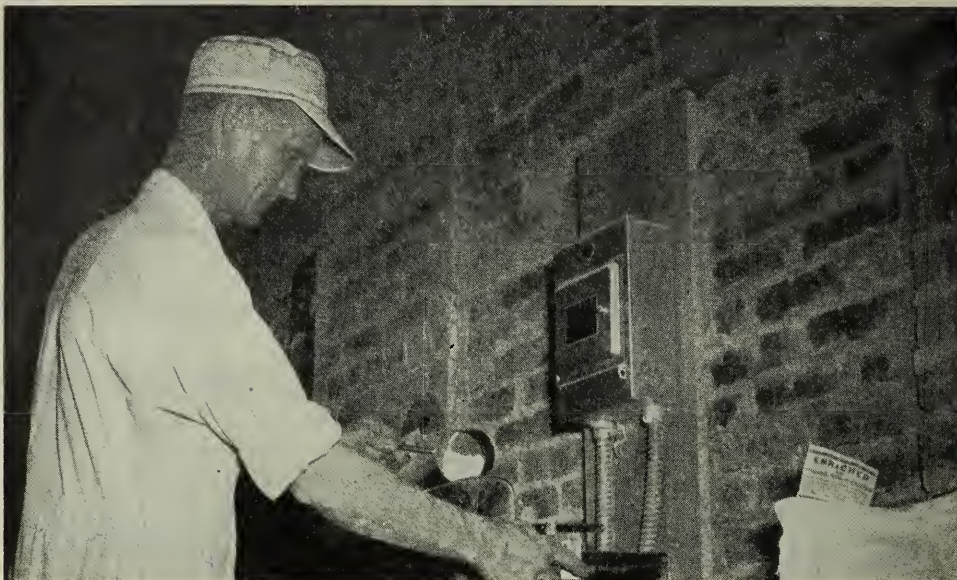
The next leader was a Negro, "Doc" Corbett. He was found in town, for he had brought more than \$976 in a little pasteboard box to the bank to buy a \$1,000 war bond for his community. Riding back home with him, we found a farm of 700 acres, all bought and paid for, "dug right out of this land." He had seen the 8 families on his list more than once. In fact, he talked to them about gardens and collecting scrap metal and such almost every day, for 6 of them were tenants on his own farm. He believed in buying war bonds, for he got his start in saving to buy \$1,900 worth of Liberty bonds in the last war, with which amount he bought his first land.

The money he took to town had been raised by the Negro families in the community during the last 3 years to equip a consolidated school the commissioners promised to build for them. But war conditions intervened, and it was impossible to build the school. As one Negro explained, "That money was layin' there doin' no good, and soldiers needin' it to fight. Doc made a motion, an' I never see folks walk straighter; everybody seconded it."

Doc has always practiced live-at-home, but this is the first time he has accepted a position of leadership in the Extension organization. He wants now to do his share to win the war. He tells his boys that in the 35 years he has been married he has never bought a pound of meat, and only twice has he bought flour—once when the hail ruined the wheat and once when he figured wrong and didn't grow enough. He is 63 years old and has brought up 13 children, all living.

Three days spent in visiting North Carolina neighbors and their leaders bring renewed confidence in the quality of leadership and in the patriotism among the rank and file of rural people.—CLARA L. BAILEY, *associate editor*.

Vitamins take hold



■ "I never saw anything take hold in this town like those vitamins," said the town miller as he measured out exactly 9 ounces of N-Richment-A" carrying its full quota of thiamin, niacin, and iron to enrich 1 barrel of flour. This miller of Lee County, N. C., had started to enrich his flour just 3 weeks earlier and had sold 500 barrels. Plans for enriching all the flour from his mill were going rapidly ahead, he said, for the people demanded it; vitamins had taken hold of the town.

This was the same miller who 4 weeks before could see nothing in it—"Too much fuss, and folks wouldn't pay what it cost, anyway." During those 4 weeks he had seen and heard neighborhood leaders at work—those farm men and women who are leading the fight for freedom in their own sector, usually composed of 10 or 15 of their own neighbors. Neighborhood leaders had gone to work in Lee County on that phase of the national nutrition program which calls for enrichment of all flour and bread by September 1.

They were supported by articles in the newspaper, by radio talks from local stations given by their own agents and local authorities as well as on national broadcasts given by nationally known doctors and nutritionists. The 16 strong home demonstration clubs devoted a meeting to the subject of whole-wheat flour and enriched flour and bread. Dr. Robert R. Williams, the eminent scientist whose work helped to make the enrichment of bread possible, came to the county to speak to the neighborhood leaders and to the Kiwanis Club.

All the paid agricultural workers in the county united to help train the neighborhood leaders. Home-economics teachers, agricultural teachers, Farm Security supervisors, soil conservationists, AAA employees, farm

credit men, all took their quota of leaders.

The leaders went to work on their groups of neighbors with a will. The lists of 15 or 20 seemed too long and so were cut to 5 or 10 names, or the number that could be reached by walking. One month later, a survey of the work of these leaders showed that only 19 percent of the families had not heard of the importance of eating whole-wheat or enriched bread. Neighborhood leaders had talked it over with 58 percent of the families, and an additional 23 percent had heard about it at meetings, through circular letters, newspapers, or radio. Of the 172 families visited, 20 percent had used whole-wheat bread before the local campaign started. Twenty-nine other families had not bought any flour or bread during the test month. Of the remaining 108 families, 45 percent bought whole-wheat or enriched flour for the first time.

In Orange County, as well as in Lee, the May program in all home demonstration clubs (white and Negro) was devoted to whole-wheat and enriched bread. But in Lee County neighborhood leaders also worked on the problem.

About the same percentage of families were using whole-wheat or enriched bread or flour before May 1—17 percent in Orange, 20 percent in Lee. During the month of May the change was 9 percent in Orange compared to 45 percent in Lee.

The Lee County neighborhood leaders have shown what can be accomplished in bringing the matter of enriched flour to the attention of rural people. The need for education in this field is so great that all agencies dealing with health and nutrition are making a special united effort to get all flour enriched by September 1.

Good gardens become a habit

Three thousand farm families, nearly half of them from relief rolls, put up stiff competition in Cass County, Minn., good-garden contest

FRED GIESLER, County Agricultural Agent, Cass County, Minn.

■ In just 2 years, good gardens have become a habit in Cass County, and there's a story behind it.

Cass is one of Minnesota's cut-over counties, with much marginal farming and a large and persistent relief load. Many of the clients were what the welfare people call "regular customers." Something had to be done to encourage increased home food production and to stimulate canning and storage of food for the winter months. Too many families had either no garden at all or one that supplied only radishes, lettuce, and cucumbers for a brief period in the summer.

Launching of the Food-for-Defense program in the spring of 1941, looked to be the time for an all-out attack on our problem. We solicited the help of other county agencies and groups, notably the AAA, FSA, the welfare staff, and the farm bureau. Early in April a garden contest was announced, with every county newspaper giving space on the front page. All available mailing lists were revised, and a special letter containing a garden plan and recommended varieties of vegetables for Cass County was sent to every family.

The county was divided into 17 districts to make judging convenient for farm-bureau units. In districts without farm-bureau units, the FSA and the county welfare office cooperated in getting judges. More than 3,000 garden entries were turned in by cooperating agencies, community organizations, and individuals before the scoring began in July. Extension Horticulturist Eldred Hunt helped the garden committee to work out the score cards to be used. The committee agreed to use the July-August and an October score card in determining the final winners. The July-August score card was based on the size of the garden in relation to family needs, location, soil condition, drainage, freedom from weeds, insects, and disease, and evidence of planning. The October score card was based on storage facilities, quality of bins and containers, temperature and humidity of storage place, accessibility of foods for day-by-day use, and whether the supplies were sufficient to meet the needs of the family.

As the garden entries were made, they were classed as A, B, or C gardens according to their potential productivity. Then the entries were placed in the hands of the county garden committee, which later forwarded them to the judges in each district. These judges selected the 6 top gardens in each district from the July-August scoring. All these top gardens

were judged in October by a special county garden-judging committee. The July-August and the October scores were added together, and the 3 best gardens in each district were selected. The 3 all-county winners were then selected on a similar basis from the 51 district winners.

Early in December the contest was brought to a close with a big county garden day. Extension specialists discussed storage and showed garden slides. Prizes donated by Cass County businessmen were awarded. Special certificates of award were also presented to district winners. A review of the contest indicated that Cass County gardeners canned

and stored food in 1941 valued at \$378,000. The average family of 6 canned 268 quarts, not counting pickles, jams, jellies, or meats. The contest showed there was still plenty of room for improvement. It also called attention to the necessity for an expanded garden program. The 3,000 families taking part in the contest included 1,200 relief families (out of a total of 1,500) and 167 of the 200 Farm Security farmers in the county. Of the 87 gardens given high placings by judges, 39 were raised by families on direct relief or aided by FSA. Seven of the final winners were from these low-income groups.

The 1942 program is now under way and is similar to that for 1941. This year we have trained garden leaders to help who were selected by the county committee because of their special qualifications and are working in every community. They will be useful in the judging of gardens. The October judging card will be changed to give more weight to those vegetables most easily canned and with high nutritive value. This year every agency has given more than ever to the program because they know it is effective.

Materials for the Victory Corps

KENNETH W. INGWALSON, State Leader of 4-H Club Work, New Jersey

■ As the expanded 4-H Club program, including the Victory Corps, developed, we early ran against the obstacle of lack of subject matter for all the new Victory jobs. Though some bulletins were usable, others were not; and what we really needed was simple "how" material for all work undertaken by youth, and we needed it quickly.

4-H Club agents and home demonstration agents brought the problem back to us with the demand, "We need the tools with which to work." Material for the Victory Corps was particularly pressing. We realized the validity of their requests and looked around for some way to meet the need.

Calling all specialists concerned for a Monday morning conference was the first step. Each specialist agreed to be responsible for a job sheet in his or her own field. These "how to do it" bulletins were to be not more than 1,200 to 1,500 words long, with a simple, direct, explicit style. If material that could meet the need was already in print, an effort would be made to dress it up. These new job sheets were to be distinctive and carry a special cover or insignia. All material was to clear through the State leader's office to achieve unity.

Dead lines for manuscripts were staggered so that mimeographing facilities would not be swamped. While the specialists were sandwicheing in preparation of their material between other duties, the 4-H Club office cleared the decks for action. We began to look about for material already in print. We began to

clip cartoons and illustrations. We adopted an insignia, ordered paper, and inked up a mimeograph machine with special ink. Soon we were turning out material, and we are still at it.

Thirty-five new pieces of material, many adapted from other sources, were ready for the summer season. A 4-H Victory Corps cover, with the insignia, was added to the regular extension leaflet, *The Family Porkers*. It read, "This bulletin is written for your dad. Victory work is a man-size job, so we are handing you a man-size bulletin. * * *" Another job sheet was a reprint of an article on first aid from the *Reader's Digest* fitted with a Victory Corps cover. We also plan to reinforce our material from commercial sources whenever it fits our job.

The paper situation made us all realize the need for short and purposeful records and reports. 4-H Victory Corps volunteers will be asked to answer about six or seven questions in each job. These will be recorded on cards which will be collected by the local leaders. The volunteer will simply be queried on work done, rather than on costs or materials involved.

■ County agents and Extension Forester L. T. Nieland have cooperated in the distribution of 620,760 pine seedlings to farmers and 4-H Club members in 11 counties of northern Florida, it was revealed recently in figures from that State.

Radio serves emergency organization

RUTH CRAWFORD, Home Demonstration Agent, Josephine County, Oreg.

Josephine County is in the heart of the mountain section in southern Oregon, where the war is easily translated into terms of forests being set on fire by incendiary bombs or by ground saboteurs. Although everyone hopes that such occurrences will not take place, each community wants to be organized and in readiness to take of its own people should any such disaster arise.

While farmers and foresters have been organizing for efficient fighting of fires, from whatever cause, the women of the county have organized 23 community canteen corps to provide emergency group feeding facilities.

Although these canteen corps in many parts of the country face only a remote possibility of being called into active service, here in the heart of the western timber belt, some, if not all, are almost certain to be used in the course of the season. Though the chief use is expected to be to help feed fire fighters, the corps are equipped to meet situations arising from any disaster, including bombing, evacuations or aid to other groups in transit.

In organizing these units and getting them ready for immediate service, a new arrangement with the local radio station has proved to be a major aid, although it was not designed specifically for that purpose.

The home demonstration agent had long maintained a weekly 15-minute broadcast over the local radio station, KUIN, which, as in so many places, is operated in conjunction with the local newspaper. The station found this weekly broadcast to be so popular with homemakers that it asked for three broadcasts a week.

The time element and travel involved in going from the office to the studio often seemed

to make the expanded project impossible. As a result, the station agreed to install a remote-control outlet in the extension office and to schedule not a thrice-a-week but a daily appearance of the home demonstration agent at 9:15 each forenoon.

By having this program early, it is possible for the agent to appear personally almost every day and still reach most communities in time for a forenoon meeting. On days when meetings are scheduled in more distant communities, arrangements are made for a homemaker who has done some outstanding piece of work to appear on the program and tell of her experiences in canning, in planning the family food supply, or about some other home project of current interest.

In addition, we invite civic and commercial heads who are conducting programs involving homemakers to appear for interviews, in which they are asked questions to bring out answers of interest to the homemakers. For example, just before the issuance of sugar rationing cards, the county superintendent in charge was interviewed over the station. Similarly, we are using the operator of a freezer locker plant, local flower growers and gardeners, outstanding 4-H Club leaders and members, and a local woman who specializes in hobbies.

Each Monday the chairmen of all women's organizations are invited to have announcements made during the homemaker period. All members of women's organizations are encouraged to listen at that time for announcements of activities for the coming week or month. The Saturday program is devoted largely to 4-H Clubs.

During organization of the county-wide

canteen service, this radio period coming every day at the same hour proved a valuable aid. We were able to tell of the ingenuity and interest of each community group in turn and to give the names of those who were contributing to the development of the program. We could show how these inexpensive, well-prepared meals could be practically applied, not only in serving community groups but for home use as well.

As tire shortage and other transportation difficulties, as well as the necessity for farm families to work longer hours, have cut down attendance at meetings, we find this radio arrangement a particularly valuable means of reaching people right in their homes.

Our response to invitations to send for bulletins and other information furnished by this office has increased to such an extent that we know we are reaching many places not heretofore touched by the Extension Service.

We use a varied list of materials as a source of subject matter for these broadcasts from the office. These include the Home-maker's Chats distributed by the United States Department of Agriculture, radio scripts sent out by specialists of Oregon State College, and other current material, which is sifted and sorted as it arrives and is filed according to its appeal and value to our local women. Each broadcast is opened with a "thought for the day," which has either been contributed by the women or is taken from our office scrapbook. We have had many notes of appreciation about this opening feature.

Right now, there is a great deal of interest in recipes, especially those economical with sugar. We invite contributions of favorite recipes from listeners and receive many of them.

Food for Victory

Vegetable seeds distributed free to 500 low-income farm families in De Kalb County, Ga., in 1941 have paid large dividends in food production and improved health, reports County Agent E. P. McGee. The gardens made possible by the 500 packages of seeds distributed have produced more than 51,000 messes of fresh vegetables in addition to 18,000 quarts of canned foods including beans, beets, carrots, corn, okra, squash, tomatoes, turnips, cucumbers, chowchow, relish, sauerkraut, and soup mixture. The farmers also dried and stored 4,460 pounds of beans and peas which they gathered from their gardens.

The seed, which \$1.23 a pack, was furnished by De Kalb County in cooperation with the Extension Service and WPA. The extension agents assisted in distributing a thousand jars to the farm families and advised them from time to time on the better methods of production, canning, and storing of foods. Six hundred packages of seeds are being distributed this year to De Kalb families.

A Josephine County, Oreg., canteen unit putting on a meal for a fire-protection crew.



Ready for the dry season

"To help protect rural California from enemy attack by fire"

WOODBRIIDGE METCALE, Extension Forester, California

■ After the attack on Pearl Harbor it became evident that the enemy might attempt destructive blows along the Pacific coast and that California, with its important agricultural, industrial, and war activities, and because of its long dry season, would be particularly vulnerable to attack by fire. Cities were training auxiliary firemen; the legislature made a large appropriation to implement more fully the State-wide fire-disaster plan, but immediate action was called for to assist farmers in preparing themselves for the emergency.

On January 3, the outlines of a rural fire-protection plan were discussed with Director B. H. Crocheron of the Extension Service, State Forester M. B. Pratt, and Fire Chief Earl Barron of the State Division of Forestry. Within a week, the emergency farm fire protection project was drawn up, calling for immediate action in organizing and training rural fire-fighting companies. Before the first of February, it had been approved by Attorney General Earl Warren for the civil protection committee of the State council of defense, and work was well advanced on the two training lessons.

The second week in February, the project with an outline of procedure, was presented to the entire staff of the Extension Service at a series of four regional meetings. At about the same time it was sent by State Forester Pratt to each State forest ranger and county fire warden with instructions to cooperate in the setting up of a rural fire-protection committee in each county. Also, Attorney General Warren sent a copy to the chairman of each county defense council urging the support of that body in promoting the project in the county.

During March, printing of the two training lessons was rushed through and they were delivered to county agricultural agents, farm advisers, and State rangers. Training meetings for farm fire companies were immediately undertaken, and a check on April 15 showed 2,243 companies organized, with a total enrollment in excess of 24,000 men.

As called for in the project, each farm fire company got out all hand-tool and fire-fighting equipment, put it in the best possible shape, and arranged a trailer or light truck to haul it and the fire fighters to the scene of any fire. Local fire chiefs, county fire wardens, and State and Federal forest rangers all cooperated in the training program, which in some counties involved up to 90 training meetings in a week.

A series of demonstration meetings at high schools held in cooperation with the State

department of education, trained groups of high-school boys for auxiliary help in fighting fires.

Early in April, the farm fire-hazard survey blank was completed, and an edition of 75,000 copies was printed. So many requests for these blanks poured in that an additional 20,000 had to be printed. That number will be sufficient to survey the fire hazards on three out of every four farms in California. At the same time, the water-survey blank was printed and sent out so that location of at least one good auxiliary supply of water for each square mile not depending on electric power for pumping could be mapped by the area firemen and listed in each county headquarters.

At present, most of the farm firemen have completed the two lessons and are going through a drill with the nearest available piece of motorized fire equipment. They are rapidly completing the survey and clean-up

Negro boys learn repair work

D. P. LILLY, Negro County Agent, Okmulgee County, Okla.

■ In these days of farm labor shortage, it is essential that farm machinery operate efficiently and economically. War leaves no room for waste on Negro farms in Oklahoma, any more than it does at the front and in war industry. To keep the wheels on the farm turning full time, 440 Negro boys who are enrolled in 39 4-H Clubs are being trained in a movable farm shop. Here they learn the names of various tools and how to use them. They learn the fundamentals of blacksmithing, such as sharpening plow sweeps and the repair of common farm machinery, for the shop is fully equipped with blacksmith and carpenter tools. Then they learn to make home-made wagon and cultivator tongues, ax handles, home-made singletrees, plow handles and home-made hammer handles. They build hog troughs from hollow logs, flower boxes from empty nail kegs, bird houses, and even small barns.

Each boy takes a special project, or sometimes two boys work on the same project. They purchase very little material but bring boxes and other material from their homes.

This movable shop goes to each club and is set up for a half day or more. The boys are notified by their coach the day it will arrive and are ready with their material.

Secretary Wickard is calling on all rural communities to develop fire-fighting units and to make surveys of fire hazards. Fire-fighting companies of about 10 farmers each are being organized throughout rural America under the direction of the Extension Service and are being trained in fire prevention and control. California, in a vulnerable spot and with a head start in the fire-prevention program, has some valuable experience for extension workers just getting their program under way. California agents say that no project has received such widespread interest and enthusiasm as this one.

of farm fire hazards and the mapping of emergency water supplies.

On the eve of the fire season, rural California is ready for eventualities; and in the south, farm fire companies have already gone into action and quickly extinguished a number of fires.

Sometimes saws, especially crosscut saws, are brought to be sharpened; or some other necessary repair job is done for the community, and the boys are being trained at the same time.

The shop work got under way 3 years ago but has been greatly expanded to meet the present emergency. All equipment, including the shop trailer, was purchased by the county superintendent.

A farm-shop show held at the 4-H rally and at the county fair helps to hold the interest of these 4-H boys who are training their hands to insure adequate production on their own farms, even though fathers and brothers are called to the Army or to work in war industries.

■ Arizona farmers and ranchers have launched a campaign to "prepare with repairs," according to Donald L. Hitch, assistant specialist in soils and irrigation. Not only will machinery in good repair help them in the Food for Victory program, but 100 pounds of steel used in manufacturing repair parts may mean that a new 1-ton machine will not be needed for the farm and the other 1,900 pounds of steel can go into tanks, guns, ships, and shells for our armed forces.

Agriculture's biggest job

The world's greatest food supply line, flowing steadily larger, needs trouble shooters

ROY F. HENDRICKSON, Administrator, Agricultural Marketing Administration

■ We are on the last lap of delivering to representatives of the United Nations the first billion dollars' worth of food and other agricultural commodities for lend-lease shipment. When that figure is reached, we shall have supplied enough farm products, most of them in highly concentrated form, to fill a single train of freight cars stretching three-fifths of the way across the country for a distance of approximately 1,800 miles.

Although the Department of Agriculture expanded its regular buying operations March 15, 1940, to acquire supplies of farm products for lend-lease use, it was not until April 29, 1940, that the first lot of commodities was turned over for actual shipment. Because of the necessary lag between buying and shipping, as well as the wartime difficulties of ocean transportation, the total volume of farm commodities bought by the Department through the Agricultural Marketing Administration has been running about twice the amount actually delivered at shipside to United Nations representatives. With every improvement in the ocean shipping situation, more and more of these products can move across the seas to meet the urgent requirements of our allies and build their fighting strength.

Production to Meet Needs

Behind this steadily growing flow of food is the biggest production mobilization job the agriculture of the world has ever known. American farmers are answering the call for more and more production to meet the increased needs of our own civilian and military forces as well as those of Great Britain, Russia, and others joined with us in the United Nations. The knowledge gained by our farmers through the benefits of years of Extension Service work is now serving them in good stead in this wartime drive for unprecedented production of essential farm products. The solid foundation built through this form of agricultural education is serving the Nation well at a time when its need is greatest.

But the big job is still ahead. As yet we have not come to the full realization of the tremendous scope of our food requirements for use at home and abroad. New and unforeseen demands crop up with great suddenness as each month of the war passes by. These demands bring with them new and complicated problems of production, marketing, processing, storage, and transportation—problems that must be met promptly to prevent any choking of our supply lines.

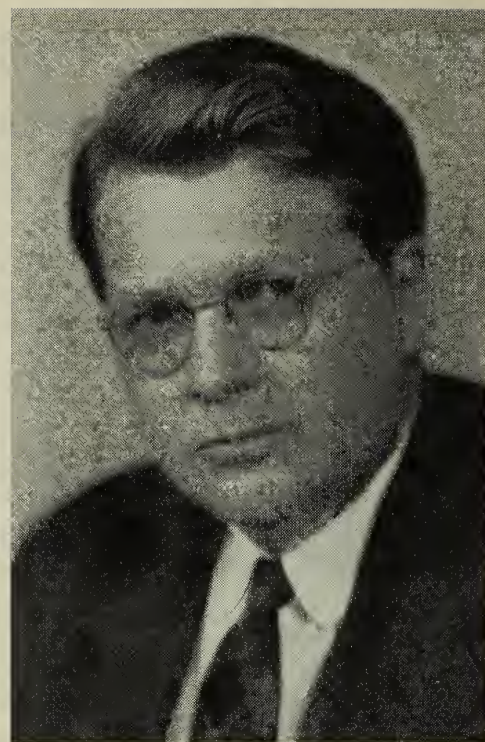
Nowhere are these difficulties more apparent when they arise than on the farm front. Farmers can be urged to expand their production, but unless facilities are available for marketing or processing the commodity into the form in which it is needed, the effort expended is wasted and they become discouraged. Likewise, farmers must know how to produce the kind and quality of product desired.

Getting farmers to increase their production to meet wartime demands is not simply a matter of whipping up patriotic fervor. The use of sound judgment is required to get production where it can be handled so as to make maximum use of our resources and prevent waste. And in new producing areas, education also is required to assure the right quality of production and the necessary organization for moving supplies from the farm into the various use channels. This, of course, takes time.

Some of our experiences in the past year should be helpful in guiding our course in the year ahead. For example, egg production in most of the South has never cut much of a figure. With the general call for increased production of eggs, farmers in this section responded along with those in commercial areas. When spring came, production reached a new peak for the South, even though the bulk of the supply was in very small lots and scattered over a wide area. Because of the lack of adequate marketing facilities and the limited number of buyers, farmers in this part of the country experienced great difficulty in selling their product. The lack of competition in buying kept down prices to producers.

To assist southern farmers in marketing their expanded production, the Agricultural Marketing Administration put into effect a program for buying, at announced prices, graded lots of 10 cases or more. Arrangements were made to make the purchases on specific days at various central points. This program introduced an additional competitive element into the areas where farmers had relatively few buyers for their eggs. It provided producers with an alternative outlet and lifted the general level of local egg prices.

The southern egg-buying program was an emergency measure, made necessary by the inadequacy of commercial handling and marketing facilities. Its operation revealed the need for understanding of grade requirements and for education on how these farmers can improve the quality of their egg production



and market a more uniform product. The program also focused attention on the South's need for producer organization in marketing eggs.

No matter what the product or where the area, all these needs cannot be met overnight. But they are problems that must be tackled before producers of any commodity can enjoy a good market with ready buyers for the kind and quality of product in demand.

Extension workers and other agricultural leaders have contributed a great deal toward ironing out wartime kinks in our food supply line. The functions of production, marketing, processing, and transporting have been speeded in a mighty effort to win the war. Still more speed is necessary. We need to do a better job of synchronizing each of these functions with the other. The barriers are many; but, with the help of determined leadership, they will be torn down one by one.

■ A 4-H fire-prevention club of 19 members was organized last year in Lackawanna County, Pa., by County Agent S. R. Zug. At each monthly meeting, some phase of farm fire prevention was discussed by the county agent or the engineering specialist or by a local leader. By this means the club members were able to recognize fire hazards and to assist in their removal. Each member filled out a fire-inspection report on the condition of his own farm.

■ Serving as civilian defense messengers, Carroll County, N. H., 4-H Club members have distributed blackout instructions and have taken a house-to-house census. A Youth Council for Civilian Defense has been set up to coordinate the defense activities.

Arkansas finds an egg market—

thereby vaulting the first hurdle in the path of successful all-out production of essential commodities

■ Higher egg prices, stabilized market outlets, and an increase in local marketing facilities have been obtained for Arkansas poultry producers through an extension marketing program launched to aid farmers in disposing of surplus eggs produced in cooperation with the Food-for-Victory campaign.

Since the egg quality marketing program was launched during the latter part of February, the sale price of all Arkansas eggs has increased from an average of 16 to 24 cents a dozen, even in areas where farmers were unable to sell eggs in February.

These advantages have been obtained through extension assistance in finding local produce buyers and new market outlets, and in establishing local grading programs. Services provided by the Extension organization to aid poultry growers in disposing of surplus products include the addition to the staff of an assistant economist in marketing, J. O. Kumpe, to deal with small surpluses resulting from Food-for-Victory production, and an intensive educational program on the establishment of local marketing facilities, and on egg grading.

Recently the Extension Service has put emphasis on grading and candling. Now Agricultural Marketing Administration is buying graded eggs in the State. The quality marketing program also opened up other new outlets which buy only graded products, including the Army Quartermaster Corps, chain stores, and drying plants.

Direct assistance has also been given farmers' groups in setting up local marketing programs, including the selection of local produce handlers and egg graders and the organization of farmers to assemble eggs at a local depot. Additional assistance has been given to marketing groups in contacting marketing outlets.

The egg-marketing situation in Arkansas became acute in January and February as the result of a 22-percent increase in egg production, combined with a lack of local market outlets and of a grading program. Many areas were without wholesale produce houses or agents, and no facilities were available for channeling eggs into drying plants or other out-of-State outlets. In addition, State markets, such as purchases by chain stores, and the Army Quartermaster Corps, were closed to many growers because their products were not graded by United States standards.

After the Extension Service's marketing activities, farmers in Columbia County unable to sell eggs in January are now receiving 24 cents a dozen. Arrangements made

by the county agents and farm bureau officials with the manager of a local oil mill at Magnolia to serve as a local produce handler opened the Magnolia market. On April 4, Columbia County farmers had sold 114 cases of eggs at an average sale price of 24 cents a dozen.

Since local buyers were set up for the plant in southern Arkansas and arrangements were made with a drying plant at Ruston, La., farmers have received from 18 to 22 cents a dozen for eggs. Before the arrangement was made, farmers had no market at all.

In Pulaski County farmers organized an egg circle to grade and sell eggs locally. Their plan has effected an increase of 80 cents a case over current receipt prices. Official grading has increased egg prices approximately 10 percent and has assured a dependable market.

By grading eggs according to U. S. Standards, a group of Franklin County farmers are now marketing their eggs to an out-of-State dealer at a price of 2 cents a dozen above their current receipt market.

The programs developed to handle surplus eggs will be used in marketing other farm surpluses produced in cooperation with the Food-for-Victory campaign.

Behold the Slidefilm

With the issuance of the new catalog in July, the Extension Service is changing the name of film strips to conform to practice in the industry. Back when film strips started, and the Extension Service was one of the first to adopt them, many names were applied to this type of illustrative material. Some of the most common were film slides, film strips, picturois, and slide films. Slidefilm was the name given by the inventor; the other names were probably attempts to imply an original feature.

As the industry has developed, with some producers issuing as high as 10,000 copies of a new subject every week, the commercial designation has become standardized as "slidefilm"—the name the Extension Service will use hereafter.

In the past, many of the uninitiate have confused film strips with motion pictures. Because the Nutrition and Victory Garden programs have brought so many of the uninitiate into the visual fold, the confusion in name has caused many disappointments in booking films for meetings. To help eliminate these disappointments has been one of our major reasons for changing the name.

Slidefilms—one word—will continue to be produced by the Extension Service in both single- and double-frame sizes. The double-frame size is particularly useful, as the frames can be cut apart and mounted for use as slide, permitting the insertion of locally made pictures, or even of color slides. However, to mix color and black-and-white slides is not good showmanship; the color slides make the others look rather drab by comparison.

Experienced extension agents have found that the double-frame film or slide provides better projection, especially when used as a slide in a projector designed solely for slide use. There is more detail recorded on the larger film, and the light system of the projector is more efficient when designed for a single purpose.

State and county workers have long been leaders in producing, locally, color slides about subjects important in State and county agriculture. Such material has the advantage of showing local application of the recommended practices. The more general slidefilms issued by the Extension Service fill in where local material is not available and also serve as "scenarios" for the production of local slide sets.

The newer slidefilms are being made under what is known as the master plan. Under this plan, local pictures may be substituted for any of the frames in a federally prepared strip and a new negative made at moderate cost. By combining the more general pictures with local scenes, the effectiveness of the film is enhanced. Extension editors have all the details of this plan and should be consulted about it.

In several of the States where the neighborhood plan is under way, some training is being given local leaders in the use of visual equipment, so that projectors and slidefilms or slide sets may be mailed to these leaders for use in neighborhood meetings. Special and well-padded shipping cases must be made for protecting the instruments during shipment.

Study Home Nursing

Three months before Pearl Harbor, the Texas Home Demonstration Association asked each one of its 40,000 members to become familiar with first aid and home nursing.

In response to that recommendation, home demonstration club women in Brazos County, Tex., are among thousands who are better prepared to cope with home ills and accidents, following their completion of a Red Cross course in home nursing. One hundred and twenty women enrolled for the 30-hour course.

Six communities were represented in the class. One of the communities is 23 miles from the nearest doctor, and others do not have telephone service. Epidemics of measles and mumps in Brazos County recently gave the women opportunity to put their new knowledge into practice.

Victory food specials feature fuller use of nation's food supply



Farmers can widen their markets and move bumper crops while housewives stretch their food dollars and both contribute to winning the war under a plan of Victory Food Specials developed by the Agricultural Marketing Administration.

The season's first heavy supply of tomatoes was featured as a Victory Food Special in a national retail merchandising drive June 29 to July 4. With a crop 30 percent above that of last year and 15 percent above the average for the early producing areas, marketing difficulties were aggravated by a wartime shipping shortage. The Nation's producers, shippers, wholesalers, and retailers cooperated to focus consumer attention on this food so valuable in the diet. They also passed along the advantages of supply and price which arise when production and quantities on the market are larger than usual, thus enlarging the producers' market for tomatoes when supplies are excessive.

This Victory Food Special program calls for more effective functioning of trade and Government resources of marketing and distribution. Farm commodities directly affected by the program are designated as Victory Food Specials by the Agricultural Marketing Administration. Selection is made on the basis of the marketing problem that confronts producers of the particular product. Supplies may be seasonally excessive, or they may be affected by market gluts or wartime bottlenecks such as those that may arise in transportation or processing. Consideration is also given to the value of the commodity as a food.

First of the Victory Food Specials was lettuce, featured in a national merchandising drive from May 11 to 25. The crop being marketed at that time was unusually large, estimated at 8,000,000 crates which represented an increase of about 23 percent over that of a year ago and of 55 percent over the 10-year average supply. Most of the shipments were of the iceberg type produced in California. Other supplies came from producing areas in Georgia, South Carolina, and North Carolina.

The sales campaign for lettuce was announced May 6. For the 3-week period ending May 9, lettuce shipments from California alone totaled more than 5,000 cars. This was more than 900 cars above the corresponding period last year. It was the heaviest 3-week carlot movement of California spring-crop lettuce in more than 10 years, and undoubtedly one of the heaviest on record. Soon after the merchandising drive was initiated, the f. o. b. market price increased from 50 cents to \$1 a crate. Terminal market prices went up,

mostly from 25 cents to \$1 a crate. Apparently the merchandising drive was well timed to help move the extra-heavy supply on to consumer markets.

Spinach and asparagus were designated as Victory Food Specials and featured during the period June 1 to 8 in the area north of Virginia and east of Ohio. Spring-crop onions were merchandized nationally as a Victory Food Special June 8 to 15. Broilers and fryers will be featured by the Nation's storekeepers from July 16 to July 25 and the peak supply of peaches on consumer markets, July 16-August 5. Beets and snap beans are Victory Food Specials in States north of Virginia and east of Ohio, July 6-11.

In the face of weather and other varying local conditions, the Nation's agricultural plant, with its millions of farmers scattered over wide areas, cannot be managed with such nicety as to produce exactly the amounts of each food that can be absorbed readily by market outlets. Farmers may plan their production in anticipation of market requirements, but because of uncertainties and unpredictable factors they may fall short of reaching the mark or it may be overshot.

If the production mark is undershot, farmers have little difficulty in selling their products. If it is exceeded, they are confronted with the difficulty of marketing more than their outlets will normally take.

The Victory Food Special campaign is designed to relieve this oversupply situation. Special merchandising campaigns are conducted by retailers and other food merchants to push the sale of each Victory Food Special during the period when heaviest supplies are scheduled to arrive on markets. The special is featured in store advertising and special displays designed to encourage increased sales of the plentiful supply of the product available to consumers.

In determining the period for the merchandising drive for each Victory Food Special, the Agricultural Marketing Administration aims at having the dates coincide with the availability of heaviest supplies on consumer markets. This naturally means that for a farm product distributed nationally or over a wide region, the merchandising drive is conducted a week or 10 days after peak harvesting in the distant production area.

Announcement of these merchandising campaigns to the trade sufficiently in advance of their actual dates permits wholesale and other buyers in the producing areas to make their purchases at about the time of heaviest harvestings in anticipation of the drive. This also helps to build up demand from food stores, and aids them in planning their retail sales promotion.

Sales efforts made by storekeepers during the period for which a merchandising drive is scheduled are backed up by information, supplied by the Agricultural Marketing Administration, calling the attention of consumers to the Victory Food Special currently being featured. This material is widely distributed for use by the trade, home economists, market reporters, newspapers and magazine editors of women's pages, radio station directors of women's interest programs, and others who use such information for consumers.

Last-Minute Items

NEIGHBORHOOD LEADERS FERRET OUT FATS, cooperating with the local salvage committee and armed with the more than 3 million copies of "Save Your Waste Fats" cards. Waste household fats make glycerin, and glycerin makes munitions. Every farm and village family is hearing how to help win the war by saving and selling every scrap of household fat.

SCRAP RUBBER ROLLED IN during the 2 weeks' special drive inaugurated by President Roosevelt to alleviate the war shortage. A special wire from the War Production Board enlisted the cooperation of 4-H Club members who responded with enthusiasm. In Martin County, Minn., alone, 4-H Club boys canvassed all farms in 2 days and brought in 400,000 pounds of scrap iron and rubber, which was sold for \$1,300—all put into war bonds.

ROOTING FOR VICTORY is what the 200 "Buy a Bond Pigs" are doing in Orange County, N. C., where farm families are pledging the proceeds from a pig or an acre to buy war bonds.

CHECK YOUR FIRE HAZARDS and prevent costly farm fires is a popular theme these days. Eight district meetings held in Montana got the rural fire-control program under way to be carried to individual farms by a man and a woman neighborhood leader for every 10 to 15 families. Nevada 4-H boys and girls are assisting in a fire-hazard survey, and county fire-control boards are getting ready to combat any fires that break out.

TO CONTROL COST OF LIVING, New York has just completed 55 county extension conferences to discuss the seven-point program. Virginia finished the neighborhood-leader-training meetings early in June. These meetings were conducted by community committees assisted by professional workers. Leaders are now contacting neighbors on their list and leaving the family check sheet which shows what any family can do to cooperate.

LABOR SHORTAGE as a factor limiting production is being met in Wyoming by enrolling and training high school boys and by the 4-H Victory labor project which helps the boys who are working full time on the farm.

Radio plays a vital part

CHARLES E. ESHBACH, Agent, New England Radio News Service,
Agricultural Marketing Administration, USDA

Radio as a tire and travel saver comes to the fore with extension agents, and it is interesting to hear the testimony of an agent who has for years been finding broadcasting a valuable extension method.

■ To say that Allister F. MacDougall is a firm believer in the use of radio for extension work is putting it mildly. For Mr. MacDougall is county agricultural agent in Middlesex County, Mass., and participates in an extensive program of radio activities, which includes weekly broadcasts by both the agricultural and the homemaking agents.

Middlesex County's use of radio for extension purposes goes back to the early days of the new medium of communication, and in 1927 the county agents were broadcasting on several stations. But extensive use of radio by the Middlesex County Extension Service is tied up rather closely with an organization known as the New England Radio News Service, a cooperative State-Federal agency, organized in 1928 for the purpose of presenting agricultural radio programs for New England farmers and farm families.

At present, the agents discuss current agricultural problems each Wednesday afternoon at 1:30, on the New England Agricultural News program, and also speak on the early morning New England Farm Hour, broadcast 6 days a week. Home demonstration agents of the Service present a program each week on a New England network of stations and weekly on a Boston station.

A review of the topics of discussion would show the close relationship of these radio talks and the regular program of extension work carried on in Middlesex County. For instance, on successive Wednesdays earlier this year the agricultural agents, of which the Middlesex Extension Service has four, explained the situation in regard to fertilizers, scarcity of farm machinery, and the farm-labor shortage. They discussed dairy problems, the Food-for-Freedom program, the value of record keeping, and the advantages of early-hatched chicks, and advised farmers of ways to meet the problems involved. The home specialists talked about low-cost meals, child training, clothes for winter use, and similar subjects.

Response to these broadcasts has been exceptional. Listeners, not only in Middlesex County, Mass., but throughout New England and even in the West and South, have requested copies of the talks and assistance with their farm problems; and others have taken the time and made the effort to pen a few words of appreciation for what they considered a big help.

But what of the man responsible for this extensive use of radio in the extension pro-

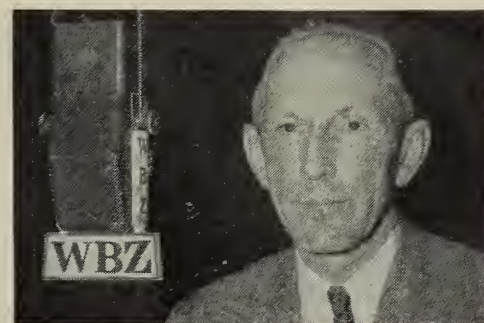
gram? What does he consider the value of the participation of his agents?

"Radio," says Allister MacDougall, "is an essential medium of teaching, which we, as extension workers, must take advantage of if we are to do our job as effectively as possible.

"From the very beginning of extension work," says Mr. MacDougall, "there has been a desire for a better understanding of our agricultural problems by city people as well as those who live in the rural areas. The radio is our only means of contacting both city and country alike. I am amazed at the number of city people who, at heart, are interested in the country. So many of them tell me that they listen to agricultural radio programs, and if it happens that they know any of our extension agents personally, they listen particularly to our programs. In this way, I am sure, radio builds up a most sympathetic understanding by city people of the problems of the country."

Mr. MacDougall points to radio broadcasting as one more method of reaching those people that extension workers may be contacting in the other ways used in extension teaching, a method which produces results that the other ways do not. "For example," he says, "the people who write to the radio stations following a radio broadcast often are people taking an active part in our extension program. I could name many examples of folks one would normally expect to call at our own office, who respond to radio broadcasts and write for information. Our own high-school principal in the town of Concord, where the county extension headquarters are located, is one example I call to mind. Another is a neighbor of mine in the town in which I live. Both these men know about the extension program, know where our office is located, and yet we reached them through a radio broadcast of some information they considered of utmost importance. It all simply means that radio is one more method of driving home to our people the educational information used in the development of our extension program.

"The third point I have been interested in," continues Mr. MacDougall, "is the percentage of response from people within our own county. We are a county extension service, and we are doing much broadcasting over a regional station and a regional network which covers all New England. I know it has been said by some that a radio broadcast is of such general nature and covers such a wide area that the number of people reached in our own county is insignificant. This has not been our experi-



Frequent visitor to New England farm homes through the medium of radio is Allister F. MacDougall, county agricultural agent, Middlesex County, Mass. Extension Service.

ence. Although we do receive requests from all the Northeastern States and occasionally from points much farther away, there are many more than enough responses from our own county to make the time we spend on radio as valuable and as effective, in our county, as any work we do.

"I think another important advantage of our use of radio in extension work is what might be termed 'the good-neighbor policy.' If we have things that are worth while for our own county and can share them with other counties and other States, I think it is a fine thing to do. In fact, one of the things we in Middlesex County enjoy most in our broadcasting program is the response which comes from people far and wide, just letting us know that information is of interest to them and we are being of service not only to our own people but to many others as well.

"Last, but not least, radio broadcasting gives us a contact directly into the homes of all classes of people. Much has been said about the necessity in extension work for reaching poor farmers as well as good farmers; for reaching small farmers as well as large operators; for reaching part-time farmers as well as those who earn their entire livelihood from the farm. We find that our radio talks do all this for us. Radio makes our talks personal as well. It reaches in to the fireside or the dinner table of all our farmers, and actually to the poultry house or the dairy barn in many cases. Farmers can sit in their own homes and receive information from us. During peacetime, this was extremely valuable; but now it is essential. With tires becoming scarcer every day, with gasoline rationed, with farmers having more and more work to accomplish with less and less labor available, we are probably going to have to use radio more than ever to get to the people with whom we work and give to them the information essential for their successful farm and home operation.

"When I say that radio is one of the most valuable means of education we as extension people possess, the statement is based on experience in broadcasting almost from the very first development of the medium. It is a statement based on results we have obtained."

4-H Clubs pitch into war work

■ The attitude of rural youth to get into the fight for victory is reflected in Arkansas where nearly 80,000 club members are growing food and feed for victory. You will find victory gardens and victory pigs in every nook and corner of the State. You will find rural youth buying war savings bonds and stamps, collecting scrap metal and papers, and raising money for the Red Cross.

Conway County 4-H Clubs have joined the "bond wagon" by purchasing war "winsurance" with money earned from victory club projects such as poultry, dairy, and swine production and from the sale of scrap metal, reports Troy S. Jennings, assistant county agent. Other club members are picking strawberries to earn extra cash for their USA shares in Conway County.

Of the 356 boys enrolled in Ashley County 4-H Clubs, 143 have signed up for pig projects; 21, beef calf projects; 13, dairy calf projects; 20, Irish potato production; 18, sweetpotato production; 13, truck crop production; 83, corn production; 23, cotton production; and, 26, various other production demonstrations.

The 4-H Club boys, according to County Agent R. A. Cody, are setting the pace for the men in the county. Last year, Sherwood Vanhorn, 4-H Club member, won the county corn-production contest by producing 93 bushels of corn on 1 acre, as compared with the county's average yield of 15 to 20 bushels. And at the county livestock show, 4-H Club boys took most of the top honors away from the older exhibitors.

It is "All Out for Victory," with the Piney Grove 4-H Club in Pike County, who are enrolled 100 percent in 4-H Food-for-Victory projects, states Miss Rose V. White, home demonstration agent.

This small club, composed of 16 regular 4-H Club members and 10 4-H juniorettes, has a total of 47 projects including peanut, poultry, gardening, pig, corn, clothing, foods and cookery, and home improvement. These members have all started one or more food-production projects and for this have received their 4-H Victory pins.

Piney Grove Club enjoys the distinction of being the only 4-H Club in Pike County which has a group of 4-H juniorettes—boys and girls under 4-H Club age, who are conducting 4-H Club projects. These small boys and girls, 8 and 9 years old, have attended all 4-H Club meetings this year and have taken part in the regular club programs several times. They were so very anxious to be permitted to become club members that the local leaders and the county extension workers developed a plan whereby each below-age child would have a 4-H juniorrette victory garden. These gardens are 20 by 30 feet in size, and a definite plan for planting them was given to each child. Parents of these children have agreed

to help them with their gardens and with their records. In addition, the 4-H juniorettes have been adopted by the older regular 4-H Club members to be their charges this year.

At the spring meeting of the Bradley County 4-H council, the boys and girls voted to ask every club member in the county to buy at least one war savings stamp or bond, says Miss Jenny Betts, home demonstration agent.

The Ingalls 4-H Club with 61 members reached this goal within less than a month by buying at least one 25-cent stamp, and more than 60 percent of the members of other clubs have reported the buying of one or more stamps.

Every club member in the county was also asked to take some project that would produce food or feed. Of the 497 boys and girls enrolled, 445, or almost 90 percent, have reported starting their victory projects. These demonstrations include gardening and canning, poultry, dairy and beef calves, pigs, either Irish potatoes or sweetpotatoes, corn, truck, hay, and

legume crops. All the 257 girls enrolled are studying food selection and preparation.

Bradley County farm families have sold more than a million pounds of scrap iron since December 7, and the 4-H members have played an important part in the collection of this material. They have also helped to collect waste paper and aluminum.

A 3-acre 4-H Club school garden is one of the 1942 victory projects of the Arkana 4-H Club of Baxter County, Miss Neva Hill, county home demonstration agent, has announced.

The purpose of the school garden, according to Miss Hill, is the production of vegetables for the school's hot-lunch program.

The Arkana 4-H Club includes all the 42 pupils attending the Arkana school. The two teachers, Mr. and Mrs. R. Keeter, are the club's local leaders and are donating space on their farm for the 3-acre school garden.

The seedbed for the school garden has been carefully prepared, and the 4-H Club members are now busy with planting activities.

In addition to the school garden, each of the 42 members of the club is carrying one or more victory food-production demonstrations, the county home demonstration agent said.

Rural youth in war and peace

DR. C. B. SMITH, Formerly Assistant Director, Extension Service

■ If we consider the youth now in rural areas and the youth in cities and towns who were born in rural areas, it is probable that more than half the men who make up our Army and Navy air forces were originally rural youth.

And it is the youth of the nations that fight battles and win wars. Youth of 18, 20, to 24 are in the age groups our Army, Navy, and Air Forces want to win wars. Youth does not want to die. Life with all its possibilities of love and family and fame is before them. They want to live it, and they fight like tigers to protect themselves and live. They have endurance; they are daring and can stand grief and punishment and come back quickly.

Since the world began, we have had wars and peace treaties based on revenge. Such peace treaties always have and always will lead to more wars. Shall we not try, at the end of this war, the experiment of writing a treaty based on justice and neighborliness instead of on revenge, a peace based on the Golden rule of "Do unto others as you would have them do unto you," and shall not the youth who have fought and helped to win the war be given a large voice in making the peace? If youth are competent to win wars, may they not be equally effective in helping to make the peace at its close?

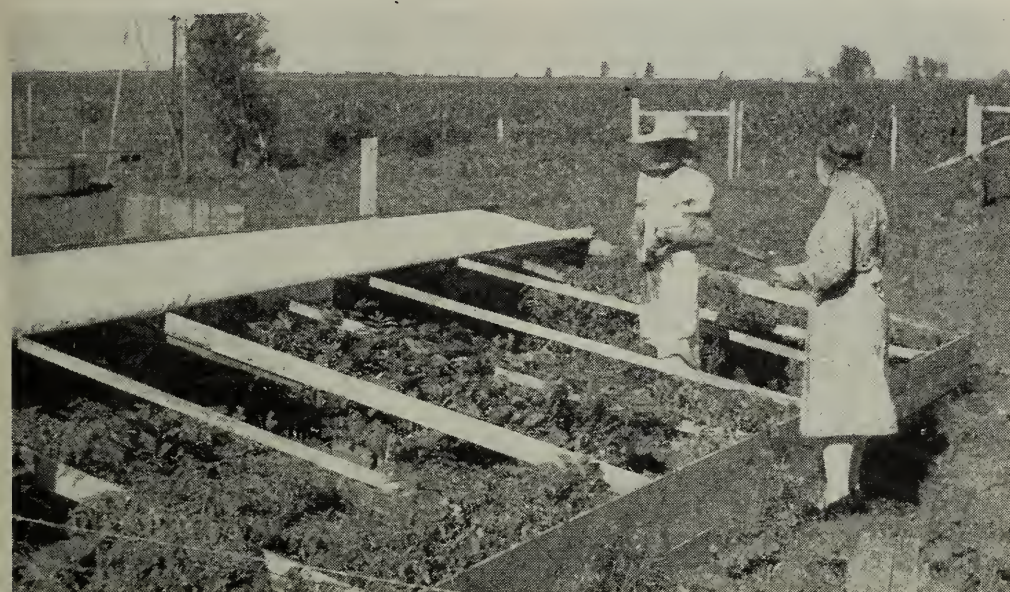
Up to now, it has been largely old men who determined on wars and who wrote the

peace treaty at their close. We shall always need the counsel and wisdom of gray heads at the peace table, but not to the exclusion of youth who fought the battles and won the peace, and who know the agony of war from having lived it. Wars to end wars are vain unless the peace that follows is a peace of justness, fairness, and made in the spirit of the Lord.

In the war before us it is probable that the fighting forces of the United States will be made up in large degree from the 8 or 9 million rural youth and leaders who have 4-H Club training and from the nearly 9 million youth, largely from urban centers, who have had Scout training. Shall we not, as leaders of 4-H Clubs and Boy Scout forces, and as members of these same groups, be giving thought to these things we want to see in the final treaty of peace? Must youth always die and nations bankrupt themselves because of wars? Can we not fashion a treaty of peace so fair and righteous that it shall prevail for a hundred years? Treaties based on revenge have failed. And shall not the 4-H Club organization, that stands for accomplishment, for making the best better, for fairness, for neighborliness; that stands for rural youth and the rural thinking of the Nation, be among the first to make clear to the world its desire for a final treaty that shall include in its making the principles of the Golden Rule and the Good Samaritan?

"Every garden a victory garden" in South Dakota

W. E. DITTMER, District Extension Supervisor



With the need for growing more of our own protective foods to keep fit, the farm and home garden plot on the farm or in the backyard has been given a great deal of attention and has taken on new importance in South Dakota this year. The interest and earnest participation in the garden program enabled us to double our gardens and to meet the goal of 57,500 farm gardens set for us by Secretary Wickard.

Even as early as February 2, a State-wide garden program was organized and started with more than 100 leaders, representing all State organizations and agencies, taking part in a garden conference at Brookings, S. Dak., called by the State USDA War Board.

The need for more and better gardens has since been carried by these organizations to the door of every potential gardener through meetings, circulars, farm visits, publicity, and other means. The garden program has been accepted as an important part of our war effort in South Dakota.

The activities of all agencies and groups in rural areas have been channeled through county war boards to avoid duplication of effort and to assign responsibility for a particular job to be done. More than half of the farmers in the State were reached on the first "salvo" of meetings held in counties, according to reports received on "why" we should have more "vitamins per row" in our gardens in 1942.

In many counties appointment of community-garden committees helped to stimulate greater interest and participation in the com-

munity. Community organizations varied by counties. In some cases the committees constituted members of the township boards; the school boards, AAA committeemen, or a committee made up of a homemaker, a 4-H leader, and a gardener.

Duties of committee leaders also varied. Their principal responsibility was to contact their neighbors and tell them of the Victory-Garden program, make sure they were going to grow a garden, or interest them in planning and growing a garden in 1942. In some instances, the leaders helped to obtain enrollments in the county garden program.

Community-garden committees were given special garden information and literature by county and home extension agents at training schools, meetings, and through the mail on planning and growing a garden, so they were better armed to help neighbors with their garden plans and problems.

The job of preparing education material for the garden program was assigned to the Extension Service. John V. Hepler, Director of Extension, appointed a State extension committee consisting of W. E. Dittmer, Nora M. Hott, and Frank I. Rockwell to organize and coordinate work of specialists and subject-matter material prepared by the State extension staff.

A series of training schools was held in March for agricultural and home demonstration agents. A 1942 garden leader's guide was prepared for their use as well as circulars, charts, and exhibits for distribution and use in the counties. "Bug Bomb" cards were

prepared for quick mailing and distribution to farmers or gardeners who write or call on their county agent for information on what to do and how to control insect pests that attack their gardens.

To help dramatize and create added interest and information in gardening, a program has been prepared including a three-act play entitled "Vegetables for Victory." The play is particularly suited for school programs, 4-H Clubs, community, home extension clubs, or any other groups interested. The play was written by Robert Wheeler, radio specialist, in cooperation with the State extension garden committee.

Home extension agents, home extension clubs, and county nutrition committees have given special emphasis, through their meetings, to the need for more vegetables as part of the family diet for greater health. The general public has been invited to many of these meetings so that a large number of people have been reached through the efforts of the groups. The importance of vitamins derived from vegetables and the preparation and cooking of vegetables were included in the instructions and demonstrations.

The FSA insists that its cooperators grow a balanced garden. It has given its people considerable information, help, and supervision in planning a Victory Garden in 1942. FSA also is organized to give financial help to others outside its organization for producing their family food supply, including the growing of a garden.

4-H Club members throughout the State are given an opportunity, and are encouraged to grow, a garden as one of their "jobs for victory" either as a 4-H garden project or along with their other projects.

Emphasis on Better Gardens

AAA committeemen, through their organization, have emphasized at county and community meetings the need for more and better farm gardens. The AAA chairman in every county is chairman of the county war board. Alfred R. Barnes, chairman of the State war board, has instructed all county war boards that the garden program is an important part of our war effort. The AAA farmer field women working in counties have given considerable time and effort in promoting the garden program. As a special inducement, \$1.50 practice payment is given for every farm garden grown in 1942 by the Agricultural Conservation Service.

Schools, parent-teacher associations, chambers of commerce, farm organizations, and other organizations and agencies are encouraging county- and community-garden programs and assisting in putting them into effect. Where feasible, school and community gardens are being planned and organized, under the supervision of an experienced gardener, to grow food for school lunches and reserve supplies.

Rats pay dividends

Oklahoma boys and girls get the point when they see what some food does to rats

■ When, in the late summer and early fall of last year, it became apparent that food and its proper production and consumption would play an important part in this year's program, a way to get boys and girls to study diet was wanted, and the idea of using laboratory methods was hit upon. Boys and girls are always interested in something alive; why not use animals in the study? Here is where we needed some cooperation. The answer came through one of the local mills. The mill had white rats in its feed laboratory and extended the services of its technician. Cages came through the 4-H Clubs, which paid for the material; the NYA shops made them, and the boys and girls in the schools and 4-H Clubs fed the rats.

Rations for the rats were first suggested in charts of the United States Department of Agriculture on the subject of meat, bread, and potatoes. As 18 clubs out of 22 in the county took advantage of the demonstration, more rations were added—bread and molasses, and beans and corn (for human beings, the equivalent of corn bread and beans). Later, a demonstration on white bread vs. whole-wheat bread was added.

The meat, bread, and potato ration was supplemented with (1) milk, (2) vegetables, (3) milk and vegetables. The supplement to the bread and molasses diet was eggs, another protective food. The supplement to the corn and beans diet was milk and vegetables. No real experimental diet was set up; it was to be a demonstration. Young animals weighing, for the most part, between 30 and 40 grams were used. Cages were made of round $\frac{1}{4}$ -inch mesh hardware cloth, 9 inches high and 9 inches wide. We were following one of our precepts here of approaching a subject in a scientific manner. Water bottles with glass tips in rubber stop-

pers were set on the outside. Bases, 1 foot by 2 feet, of $\frac{1}{2}$ -inch hardware cloth on a 1-inch wooden frame were made to set the cages on. The floor of the cages was thus 1 inch above any table on which they were placed, to assure sanitation. Each 4-H Club cooperating received one base and two cages and, of course, two rats. The ration given at first was arbitrarily set, as, for example, the bread, meat, and potatoes for one animal; the basal diet plus milk for the other. If the school had no scales on which to weigh the animals, a scale weighing in grams, carried by the assistant county agent, J. R. Spencer, was used. The rats were weighed once each week and their weights noted and graphed. Weighing of the animals served to keep up the interest of the clubs.

Which one was ahead?

Aside from the lessons on foods and diet, other useful facts were learned; for instance, the transposition of grams to ounces. The mechanical operation of weighing and adding the weights was left entirely to the boys and girls. They really enjoyed it. Checked carefully by the teacher or 4-H Club agent, graphing the weight was a concrete application of an abstract problem they have in seventh-grade arithmetic. How much more vital it seemed. Another interesting lesson was drawn from the study of animal behavior. The little animals became, as to all children, individuals; and in a great many instances handling them created quite a stir.

Cleanliness was another point driven home. Only one case of uncleanness was found in the county—in one of the larger schools where the idea was lost in the rush. The greatest success was experienced in the small school where every child saw the animals every day and knew all about them.

As the study of food and diet was primary, we might examine some of the results obtained. An outstanding one on milk consumption was of Gilbert Sieh, a boy from Willing Workers 4-H Club. At the beginning, he said he did not like milk, but he began to take chocolate milk. At the close, he said: "Well, while they were gaining 140 to 160 grams, I gained 6 pounds in 8 weeks." This was more than the boy had ever gained before. In the same school, Willard Daniels, the teacher, reported that of 41 pupils last year, only 5 brought milk regularly, but since the demonstration, everyone brought at least a pint of milk for the lunch each day.

Mrs. Bertha Looper of the Sooner 4-H Club was quite night blind. She began eating carrots, then reported that she found a definite improvement in her sight. Here, at Sooner, another outstanding result was chalked up. The school board had long been toying with the idea of a cafeteria and hot lunch. At one board meeting, the cages were in plain sight. After the session, one of the members, while watching the rats, remarked: "Say, what's good for them ought to be good for the kids." That week the lunchroom was set up and \$100 invested in equipment.

The lone demonstration on white nonenriched bread vs. whole-wheat bread might have been more effective had it been in a small school, but it clearly demonstrated to the boys and girls of Edmond that whole-wheat bread is better.

Eating bread and molasses after school was quite prevalent in some districts, a practice that has almost wholly ceased.

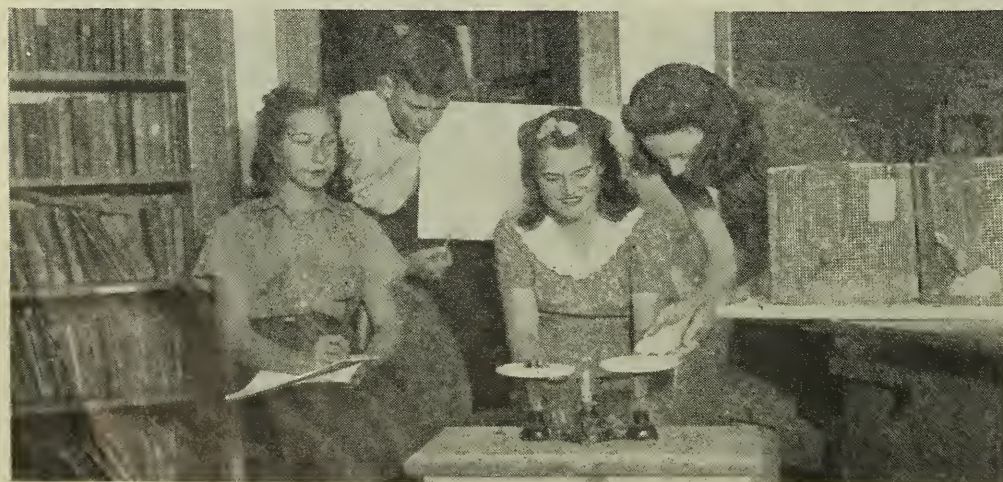
The boys and girls at Star found that although they had heard corn bread and beans extolled as a diet to develop men and women, it did not prove out because of the insufficient protein.

The attention of the demonstrators has been brought to the fact that practically all the deaths were among the vitamin-A deficient (the animals eating meat, bread, and potatoes and no green vegetables). And do the rats like lettuce!

A word might be said about the type of foods given. The potatoes fed were raw, peeled. The bread was white. The milk was whole, sweet. The meat was lean, cooked. Vegetables fed were lettuce, cabbage, carrots, turnip tops, or any colorful vegetable.

Seeing is believing with boys and girls, and they saw. They also knew from their own experience that what they did was paralleled by their neighbor club. At two of their small gatherings, with animals on display, the results of their study in diet were shown. The war interfered with the grand finale planned. Animals were also on display at the State Health Association in Oklahoma City on December 19, 1941.

This study has had more reaction than any other undertaken. As Mrs. Looper put it: "What an investment; a good lunchroom for 80 cents!"—the price of the cages. And the investment has just begun to pay off.



Delivered f. o. b. Your Loudspeaker

But are we justified in scheduling another series of district leaders' training meetings, what with no new tires before 1945? That was the nut we had to crack in February. Rural youth delegates to the annual State-wide conference in January had asked for background information on the present World War. They wanted us to arrange for university specialists to present the facts at seven leaders' training evening meetings scattered over the State. Four leaders from each group would drive to these district training centers and bring back the lesson, just as they have been doing in the Minnesota Rural Youth program for 6 months of each year for 5 years. Such a plan, even though it involves more than 6,500 miles of automobile travel, was highly successful during normal times. But it did not seem to fit into the present emergency picture.

If only there were some way to deliver those lessons "f. o. b." to the local leaders without all that travel! Mimeograph the information and send it out to them? Too stuffy! How about sending the agents the material and having them lead the local discussion? The agents are so busy now that they do not have time to read half the circulars they receive! Besides, the groups have been encouraged to stand on their own feet, and this leader-training feature has been a most important extension accomplishment. Well then, what about radio? But we could not reach all parts of a big State like Minnesota with our 5,000-watt university station.

The 50,000-watt Twin Cities Station WCCO rolled aside a half hour of CBS time, from 8:30 to 9 o'clock on three successive Tuesday evenings, March 3, 10, and 17. To give this group educational experiment an opportune try-out, county extension agents with the help of a carefully planned publicity program built up a special listening audience estimated at 40,000 persons. Not only did Rural Youth groups meet on those evenings but also farmers' organizations, evening schools, Future Farmers of America, and Parent Teacher Association groups. They listened to the panel of experts for half an hour and then continued as local discussion groups.

In all, the Rural Forum of the Air broadcasts were "delivered f. o. b." to 171 regular group meetings and 682 special listen-at-home groups, according to the reports of 49 counties.

The topics, presented in panel fashion by the university people, included: What are the underlying causes of the present world conflict? How can we as farm people help in this emergency, and what are we fighting for? Panel members included: Dr. C. H. Bailey, dean and director, university department of agriculture; Paul E. Miller, director of agricultural extension; O. B. Jesness, division chief, agricultural economics; and others in the fields of health, journalism, economics, history, extension youth work, and one rep-

ONE WAY TO DO IT! Methods tried and found good

representative of a local rural youth group. Advance outlines of the material to be covered were supplied to all local group discussion leaders as a help in conducting the local discussions.

How did it work? Reports from agents indicate that practically all the Rural Youth groups met for one or more of the broadcasts and had good discussions. A considerable saving in automobile travel was made, of course, but, most important of all, we have stepped out to reach a vast new audience with pertinent, timely information. Station WCCO thought the series was successful enough to make it their feature exhibit at the recent national convention of broadcasters. Max Karl, their educational program director, says we should take up the plan again when the fall program schedules are set up.—*Ed Aiton, assistant State 4-H leader in charge of Rural Youth, Minnesota.*

The Rural-Urban Plan

Director M. L. Wilson must have had a prophetic vision when he conceived the rural-urban plan about 2 years ago. It was not just another one of "those things," another club or organization, but a plan to organize organizations. It works, too.

Miss Marion Hepworth, home demonstration agent for Idaho, returned from a meeting of extension workers in Washington, D. C., enthusiastic about the idea and put the plan to work in two of Idaho's leading counties, Twin Falls and Washington. They have carried on successfully and have been able to render efficient service in these more pressing wartimes.

This plan is nonpolitical and nonsectarian. The unit is the county. The organization is made up of one representative from each club or organization in the county who will co-operate. The American Legion and Auxiliary, the Red Cross, the Lions Club, the Ministerial Association, the public schools, and the women's clubs have one representative each. This gives a pretty good cross section of the county activities. It functions in peacetime by cementing the town and country together in their common interests. In times like the present it is a quick and effective way to get county needs and county jobs to work. With

the many new groups and overlapping duties of nutrition defense, Victory gardening, Red Cross, war bonds, the rural urban has been able to chart just what group is doing what.

This chart of county activities is being prepared so that anyone wanting to get in touch with any part of the public service that is being done can tell whom to contact.

Rev. James Echols, presiding officer of the Washington County group, said in expressing his interest in the plan: "I am truly thankful for my part in this movement. It has opened a new world for me right at my own door that I never knew existed."

These words express exactly what the plan does. It takes each little separate group out of its shell and makes its problem its neighbor's problem. It circulates the vital demands of wartime to the remote corners quickly and efficiently and unites the community in its common cause. It is a simple plan—and it works.—*Mrs. Bess Foster Smith, farm woman, of Weiser, Idaho.*

Figures Tell the Story

"What shall we do with all this food we are producing for the national war program?" is the question farmers asked me.

To find an answer in our particular county, I began to check up on our food production and food needs. The rural population of Columbia County is about 9,000. It would take approximately 270,000 dozen eggs to feed these people; and yet, according to the 1939 Census, the county is producing only 122,000 dozen eggs annually, or 45 percent of the number needed. To supply the pork, 5,400 hogs of about 250 pounds each are needed; but the census showed only 3,500 available, or 65 percent of our need. Approximately 36,000 gallons of sirup are required to meet the needs of the population of this county; yet we produced only 5,000, or about 14 percent. We should consume 675,000 gallons of milk. Our production was 765,000, or 90,000 gallons more of milk than were needed. However, 300,000 gallons were marketed in Augusta, so that in milk, too, the county was 210,000 gallons short.

Let us look at another side of this story. According to figures released by the State head of the Selective Service, 34 percent of the selectees examined in Columbia County were not capable of full military service. The United States Public Health Service tells us that a large percent of the health deficiencies for which boys were turned down by the Army were caused by poor nutrition. Brig. General Lewis B. Hershey, Director of the Selective Service System, estimated that one-third of the rejections of men for general military service were due either directly or indirectly to nutritional deficiency.

These are the facts that will answer anyone's question as to what we are going to do with the extra food produced in Columbia County.—*W. E. Still, county agricultural agent, Columbia County, Ga.*

Studies show that the war message must be repeated in a variety of ways to get results

The responsibility for general educational work with rural people on agriculture's wartime program has been assigned to the Extension Service. To obtain approximately 100 percent coverage of rural families and at the same time to insure the response needed for the total war effort will require the use of many extension methods.

By and large, rural people are influenced by extension education to make changes in behavior in proportion to the extent of contact with extension teaching activities. In other words, the degree to which rural people are exposed to extension information through meetings, demonstrations, bulletins, news stories, radio talks, personal visits, and other teaching methods largely determines their acceptance of recommended practices. This logical expectation appears to be borne out generally by various field studies made by the Division of Field Studies and Training in cooperation with State extension services. (See graph.)

As the number of different types of contact or kinds of exposure to extension information increases from one to nine extension methods, the number of farm families changing behavior increases from 35 to 98 percent. The percentage of farm families responding increases rapidly as the number of contacts increases to five or six methods. If exposed in five different ways, approximately seven out of every eight families receiving extension information change their behavior. The conclusion is obvious that if widespread response is desired, farm people must be "exposed" to educational teaching effort in several different ways. This is but another way of saying that repetition in a variety of ways is exceedingly important to learning—an accepted educational principle.

When the change in behavior is expressed

in numbers of responses rather than in percentages of families responding, the relationship between behavior and extent of contact remains remarkably constant, regardless of the number of media through which extension information is received.

From the limited data available, it would appear that the problem of effectively reaching disadvantaged groups in the rural population is primarily one of coverage or contact rather than lack of response to educational stimuli. It is, of course, more difficult for extension workers to get the same intensity of coverage of disadvantaged groups as of the advantaged segments of the population, as the former are not so apt to participate in extension activities of their own volition.

Homemakers with limited education respond in about the same degree to extension information as do homemakers with more education, provided information is passed on to them in the same number of ways. In figure 2, the 1,202 homemakers included in sample surveys in five States have been divided into two groups, those with more than eight grades of school attendance, and eight grades or less. The percentage of homemakers changing behavior was higher for the group with more education. It will be noted that the homemakers with more schooling received extension information in more ways than did the group with less schooling. However, the ratios of homemakers changing behavior to homemakers contacted are approximately the same for both educational groups at the different levels of intensity of teaching effort.

From these studies it becomes apparent that the task of the Extension Service in meeting its wartime responsibility becomes one of devising ways and means of getting information in several different ways to those

EXTENSION RESEARCH

Studying Our Job of Extension Teaching

less likely to be adequately covered by mass educational activities such as meetings, circulars, radio, and news stories. The neighborhood-leader plan in complete operation in many States and well advanced in the others, provides for personal contacts and discussions between a man and a woman local leader and 10 to 20 neighbor families. It would seem to be a practical means of supplementing the usual extension education media, modified to meet the tire shortage and other war factors, and of obtaining adequate coverage of all rural families.

Unless all families are reached in several different ways with educational materials relating to Agriculture's wartime program, complete response in the desired direction can hardly be expected.

Neighborhood Leadership Work Studied

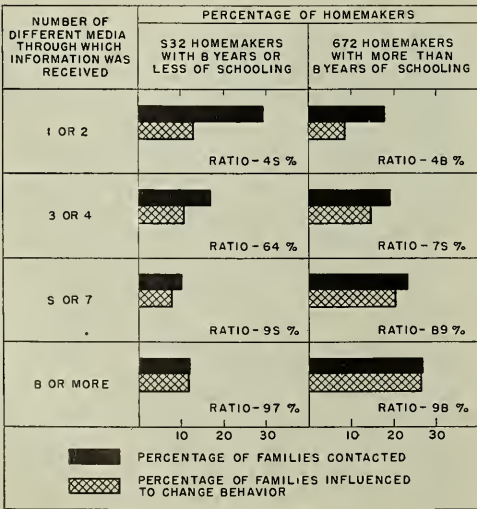
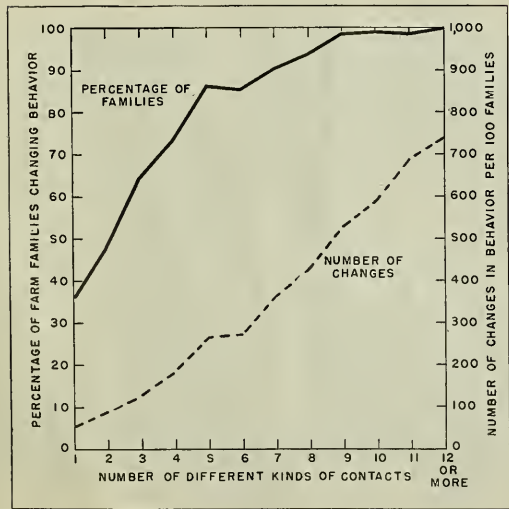
To evaluate the success of the neighborhood leadership plan in stimulating rural families to carry out the extension wartime program, surveys are being made of the leaders' activities in demonstration counties selected for study purposes in North Carolina, Iowa, Massachusetts, and Maine.

The functioning of the neighborhood leaders in Orange and Lee Counties, N. C., is reviewed in this issue. Succeeding Reviews will give the highlights of the other leadership studies being completed.

The Iowa study gives some of the results of the neighborhood leaders' campaign in Floyd County in bringing about the general use of enriched flour and bread. Information was also obtained on the effectiveness of the neighborhood leadership system in connection with Iowa's victory garden, and livestock and feed programs.

The success of Massachusetts leaders or "minutemen" in putting over the salvage and fertilizer programs is the basis of the study made in Berkshire and Essex Counties.

Plans are being made to survey the work of neighborhood leaders in Waldo County, Maine, taking part in the nutrition program. Information will be obtained on the leaders' effectiveness in contacting all families on victory gardens, food habits, and the consumption of enriched flour and bread.



Laying in a fuel supply

Looking ahead to a fuel shortage, New Hampshire organizes neighborhood leaders and puts on a campaign for cutting next winter's wood

■ Some of the winter's first severe weather was giving a chilly emphasis to Secretary Ickes' warnings of an impending fuel-oil shortage when Gov. Robert O. Blood asked the New Hampshire Extension Service to undertake an educational campaign to increase the Granite State's wood-fuel supply for 1942-43.

The fuel committee of the State council of defense had studied the situation and informed the Governor that not only was the threat of an immediate oil shortage acute, but that transportation might be lacking next winter even for the coal New Hampshire must import. The committee made it clear that if it came to a choice between providing fuel for the homes of New Hampshire or for the war industries of the State, the homes probably would go on short rations.

Coal and oil supplies and their transportation are largely beyond the State's control, but action could be taken in regard to the fuel with which Nature had plentifully endowed New Hampshire—wood. The State has almost limitless supplies of native timber suitable for fuel; and although the better quality of such wood is in the less accessible mountain areas, plenty is readily available in all parts of the State. The chief problem, then, would be to get this timber cut in a year when demands for manpower pressed in from every side.

The task of organizing and conducting the campaign was handed over to Extension Forester Kenneth E. Barraclough, who moved immediately to attack the problem on a local level. County agents assisted in compiling lists of prospective leaders in every community. After a consultation with each town civilian defense chairman, a town wood-fuel chairman was appointed in virtually every community, more than 200 in all.

The community chairmen were called together at county meetings at which Mr. Barraclough emphasized the gravity of the threat and described the tactics proposed to meet it. The chairmen were then given questionnaires, prepared in quantity by the Extension Service, to be distributed among families in the communities. On the blanks, householders were asked to indicate what type of heating equipment they had, whether it could burn wood or was convertible; what their plans were for assuring fuel supplies; whether the householder wished to cut his own wood supply, when, and on what basis; and whether he desired help from the town fuel chairman.

At the same time, county agents were circulating the farm wood-lot owners on their agricultural conservation program lists to

determine where wood was available and in what quantities; on what basis the farmer was willing to cut it or have it cut; how much wood he expected to burn in the winter of 1942-43; how much he would have on hand; and how much, if any, he would have for sale.

Information from the two sources was compiled and placed in the hands of the town fuel chairmen, who were thus able to bring together the fuel-wood "haves" and "have nots." Success of the drive varied in parts of the State in direct ratio to the initiative and interest of local leaders, but Mr. Barraclough feels that important results have been achieved, not only in the tangible form of piles of freshly cut wood but also in impressing the rural people with the necessity for obtaining next winter's fuel supplies immediately.

It developed that many factory workers on late or early shifts were anxious to cut their own wood-fuel supplies during their free daylight hours, and the town leaders were usually able to put these men in touch with woodland owners who permitted cutting on a share basis or would sell stumpage rights.

One farm wood-lot owner—Harry Rogers of Hookset—offered stumpage at \$1.25 a cord and used 25 cents on the price of each cord to pay a man to supervise cutting according to approved woodland-management practices.

The labor shortage, of course, was the most difficult obstacle to overcome. Even though wages for wood chopping reached a new high, men for the work were difficult to obtain. Wood-chopping "bees" were held with good results in several parts of the State. The WPA offered to cooperate with town chairmen by making their crews available for cutting wood on a community basis. Farmers were urged to use their spare time in late winter and early spring to get up their own supplies.

Mr. Barraclough estimates that normally New Hampshire farmers cut about 250,000 cords of wood each year, of which some 50 to 75 thousand cords are for sale, much of it outside the State. If the supply of coal and oil coming into the State next winter should be cut in half, as seems quite possible, a minimum of 500,000 cords, or 250,000 cords more than usual, will be needed.

Actually, without the campaign, it appears that the cut would have been about 50 percent below normal because of lack of labor and the preoccupation of farmers with other phases of agricultural production in the Food-for-Freedom drive. The chief hope of the Extension Service, therefore, has been to assure at least normal supplies of wood fuel for next winter

and, if possible, to increase the amount to offset decreased in-shipments of coal and oil. A byproduct result, however, has been the increased opportunity to teach improved wood-lot management.

A series of letters and bulletins has been sent to the town chairmen, encouraging them to maintain their efforts through the late spring and summer, as, to burn properly next winter, the wood should be allowed to dry for several months.

The most recent avenue of attack has been opened in a letter to all industrial firms and plants in the State, requesting owners or managers to impress upon their employees the urgency of providing their next winter's fuel supplies immediately. Those with coal-burning units are asked to order their coal now for delivery at the dealer's convenience, whereas those who can burn wood are advised to get a supply as insurance against possible coal or oil shortages next winter.

Scarcely any change in the organization for the campaign was necessary when New Hampshire set up its system of neighborhood leaders. The fuel chairmen continue to function, with the added advantage that they now may obtain quick cooperation in passing information on the fuel situation down to every last rural family in New Hampshire.

Farm Labor Survey

To gather information on the farm-labor situation in Maine for the 1942 harvest, the Maine Extension Service cooperated with various State agencies in making a survey of workers in the 1941 potato harvest. Information was obtained from 1,708 workers on 166 representative farms in central and southern Aroostook County.

Nearly three-fourths of all the harvest workers were seasonal labor hired for the potato harvest, one-half of the potato pickers were women and children, and one-third attended school. More than three-fourths of the farm workers came from the town near which they were working, or from adjoining towns. About one-fourth came from a distance of 10 miles or more.

The Maine Agricultural Experiment Station at Orono has recently published the results of this cooperative research in Miscellaneous Publication 568, copies of which are available.

■ On each island in Hawaii, home food production is being emphasized. All plantations have assigned land to home gardeners; vacant lots and home yards are now under production; and, in the city of Honolulu alone, some 10,000 home gardens have been established since December 7. It is anticipated that this number may reasonably reach 40,000 before the home food production program reaches its peak.

To supplement other sources of food, sugar and pineapple plantations are undertaking a diversified food-production program.

HAVE YOU READ?

The Picnic Book. Prepared for the National Recreation Association.—Clark L. Fredrikson. 128 pp. A. S. Barnes & Co., New York, N. Y.

The harder we work, the harder we need to play; and now that we must save cars, tires, and gas, let us do our playing at home or down by "the old millstream." Or why not use your neighbor's shady wood lot? Nothing is "more fun than a picnic;" and if you do not know how to plan or what to do, read *The Picnic Book*. In it, Clark Fredrikson of the National Recreation Association tells you everything you should know—the planning and preparation, the program, the games and stunts, the food (to me the most important of all), fires and fireplaces, and picnic kits, and he even gives you a whiff of the spirit.

Now, if you are too old or too dignified for a picnic, call it an outing, a carnival, a pioneer day celebration, a festival, or even an old-fashioned spelling bee. Whatever you choose, Mr. Fredrikson tells you how to do it—quickly and easily.

It is a good book of ready-made plans. Read and do. The result is sure to be fun. (I think I must try some of these stunts myself, so I stop here and take to the woods.)—*Mrs. Lydia A. Lynde, Extension Specialist in Parent Education.*

War Came to the Iowa Community. C. Arnold Anderson and Bryce Ryan, assistant professors of sociology, Iowa State College. 64 pp. Bulletin P 36 (New Series) January 1942. Iowa Extension Service, Ames, Iowa.

To guide citizens in the present war effort, this study was made of community organizations in Iowa during the First World War. Presenting the facts as found, the authors point out the blunders as well as the accomplishments of community activities in 1917-18—the sentiment, service, and sacrifices of the people; their conflicts and disputes in carrying out their various war campaigns; and the lags and gaps in the war programs.

The authors classified and tabulated events as recorded in issues of the Des Moines Register from April 6, 1917 through November 11, 1918. Some of the cartoons portraying the sentiment and public opinion of the times are reproduced in the bulletin. Graphs depict fluctuations in various wartime activities.

"In time of war the community changes from a cluster of loosely bound organizations toward an integrated whole, each group related to each other one through war programs," the authors point out. "The pitch of social participation is greatly increased both by greater activity in existing peacetime organizations and by the creation of numerous new organizations specifically organized for community war effort."

In order to profit from "the epics of success and the fumbblings of cross purposes of the 1917-18 period," the authors recommend that in preparing for World War II each Iowa community:

1. Review the work of the particular community in World War I.
2. Survey local leadership and list local organizations available for civilian war work.
3. Organize a local integrating council on a community basis, a committee representative of all classes, areas and groups.
4. Protect necessary regular peacetime programs against unnecessary interruptions for war work.
5. Keep emotionalism within bounds, avoid unfortunate pressures, prevent jealousies and conflicts.
6. Organize and plan so war activities will be carried out promptly—minimize slumps in war work.—*MEREDITH C. WILSON, Chief, Division of Field Studies and Training.*

Encyclopedia of Educational Research. Walter S. Monroe, editor. 1,344 pp. The Macmillan Co., 1941.

For the first time in the history of teaching, an encyclopedia of selected educational research has been compiled and published. It is valuable to all who are in a teaching field. Here one can find in a compact volume of 1,344 pages the findings of about 7,000 works of research on a wide scope of educational topics. Production of the volume was fostered by Dr. W. S. Monroe of the University of Illinois and Dr. W. W. Charters of the Ohio State University. It is useful to extension workers and teachers in obtaining a quick summary of work on many educational topics.—*FRED P. FRUTCHEY, Federal Extension Service.*

EXTENSION SERVICE REVIEW

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business, and with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.40, foreign. Postage stamps are not acceptable in payment.

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EXTENSION SERVICE
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More Last-Minute Items

AMERICANIZATION MEETINGS for people of Japanese descent in Hawaii were recently held by the Extension Service with an attendance of 807 persons. Hawaiian home demonstration agents have prepared and demonstrated first-aid kits and are teaching the women how to make up practical evacuation food kits and how to combat the effects of poisonous gases. The moving of Japanese evacuees from California has agricultural aspects which are receiving attention from Director Creel in Nevada and other western directors.

NUTRITION EFFORTS important on the home front are concentrating attention this summer on the need for getting all family flour and bread enriched by September 1. Vita-mingo, a new game which teaches you your vitamins while you play, has been sent out to some extension workers to try out. Victory gardeners in Louisiana are enlisting in the campaign to save home-grown seed, especially tomatoes. A survey to find out what rural people in New Hampshire eat has just been completed as a basis for nutrition plans.

NEIGHBORHOOD LEADERS get a good write-up in this month's issue of Consumers' Guide.

FARMERS' VOLUNTEER ARMY of 100,000 is being recruited in California by the Agricultural Extension Service from among hunters and expert marksmen in rural areas. Purpose, says Governor Olson is "to be in readiness as supplementary to our combat troops to protect those in our homes, protect our highways, guard against parachutists, and give our citizens a sense of security." Extension Director Anderson said that California is the first State to undertake such a program and reports that recruiting by county agents is proceeding rapidly.

On the Calendar

- 4-H Club Radio Program, Farm and Home Hour, Blue Network, arranged by New Jersey Extension Service, July 4.
- National Council State Garden Clubs, Inc., Seattle, Wash., July 7-10.
- Society of American Florists and Ornamental Horticulturists, Columbus, Ohio, July 13-14.
- American Poultry Association Convention, Pittsburgh, Pa., July 26-28.
- National Congress Colored Parents and Teachers, Langston, Okla., July 27-29.
- 4-H Club Radio Program, Farm and Home Hour, Blue Network, arranged by Kentucky Extension Service, August 1.
- Vegetable Growers Association of America, Pittsburgh, Pa., August 4-7.